

Message Text

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TO AMEMBASSY MEXICO

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E.O. 11652: N/A

TAGS: SCUL, MEX

SUBJECT: PACIFIC 21, BICENTENNIAL EXHIBITION AND FESTIVAL

1. THE PACIFIC 21 EXHIBITION AND FESTIVAL, TO BE HELD IN LOS ANGELES JUNE 19 THROUGH SEPTEMBER 19, 1976, IS A MAJOR EVENT OFFICIALLY ENDORSED BY THE BICENTENNIAL ADMINISTRATION WHICH WILL HOST FOREIGN GOVERNMENTS IN AN INTERNATIONAL FAIR. NATIONS BORDERING THE PACIFIC HAVE BEEN INVITED AND A NUMBER HAVE ALREADY RESERVED SPACE. MEXICO, CANADA, AUSTRALIA, AND JAPAN ARE KEY COUNTRIES WHICH HAVE NOT YET CONFIRMED OFFICIAL PARTICIPATION.

2. MR. BRUCE NICHOLSON, MANAGING DIRECTOR OF INTERNATIONAL EXHIBITS FOR PACIFIC 21, VISITED THE DEPARTMENT TO URGE THAT THE INVITATION TO THE KEY COUNTRIES BE REITERATED. MEXICO, HE STATED, WAS A KEY COUNTRY AND ONCE MEXICAN PARTICIPATION WAS CONFIRMED HE FELT THE OTHER KEY COUNTRIES WOULD FOLLOW. PERHAPS MORE IMPORTANT THOUGH IN MEXICO'S CASE IS THE FACT THAT A COMMERCIAL GROUP IS ANXIOUS TO PUT ON A MEXICAN EXHIBITION IF OFFICIAL PARTICIPATION IS NOT FORTHCOMING AND THE QUALITY OF SUCH A COMMERCIAL PRESENTATION WOULD PROBABLY NOT BE AS HIGH

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AS THAT OF AN OFFICIAL GOM PRESENTATION.

3. WE AGREE WITH MR. NICOLSON THAT A FIRST RATE MEXICAN EXHIBIT AND CULTURAL PRESENTATION AT PACIFIC 21 IS HIGHLY DESIRABLE. MR. NICOLSON UNDERSTANDS THAT MINISTER OF TOURISM HIRSCHFELD WILL BRING A PROPOSAL FOR MEXICAN PARTICIPATION IN PACIFIC 21 TO THE PRESIDENTS' ATTENTION WHEN HE RETURNS TO MEXICO.

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